

Gina
Chapman-Murphy
304-839-9795
General Manager

I am writing to express my strong interest in a General Manager, Regional Operations, or Senior Leadership position within your organization. With more than 15 years of progressive leadership experience in corporate retail management, luxury sales, operations, training, and design-focused business development, I have a proven ability to lead high-performing teams, strengthen operational performance, and drive measurable revenue growth across multiple locations and departments.

Throughout my career with both JCPenney and Sephora, I developed extensive experience managing large-scale retail environments, multimillion-dollar business units, and diverse teams within fast-paced corporate settings. While leading Sephora Inside JCPenney operations, I managed a million-dollar department that consistently ranked among the top-performing locations in the region for sales performance, customer engagement, and team productivity. In addition, I oversaw multiple high-volume salon locations within JCPenney, successfully elevating underperforming stores into nationally recognized top-tier performers among more than 1,100 locations nationwide.

A key factor in these achievements was my strong focus on leadership development, operational consistency, and training systems. I created and implemented coaching programs that improved employee retention, elevated customer service standards, and strengthened sales performance across multiple teams and locations. My experience managing multi-unit operations required a deep understanding of staffing, scheduling, budgeting, compliance, inventory management, visual merchandising, performance analytics, and cross-functional leadership. I thrive in environments where operational excellence and people development must work together to achieve sustainable growth.

Most recently, as General Manager and Sales & Operations Director for Classic Design Solutions, I successfully revitalized a struggling brand and restored profitability within one year through strategic restructuring, operational improvements, and team leadership. I modernized showroom operations, improved customer experience standards, strengthened marketing initiatives, and implemented new training and accountability systems that significantly increased both revenue and employee performance. In addition to overseeing daily operations, I managed budgeting, vendor relationships, project coordination, staffing, and client relations while continuing to build a strong reputation for exceptional service and leadership.

My leadership philosophy is centered on accountability, mentorship, adaptability, and creating strong team cultures that produce measurable results. I have built my career on the ability to motivate teams, manage complex operations, solve problems quickly, and maintain high standards in customer-focused environments. Whether leading luxury retail operations, salon management teams, restoration and design projects, or corporate sales initiatives, I consistently bring strategic thinking, operational discipline, and a passion for developing people.

I would welcome the opportunity to bring my leadership experience, operational expertise, and commitment to excellence to your organization. Thank you for your time and consideration. I look forward to the opportunity to discuss how my background and leadership approach can contribute to your continued success.

Sincerely,

Gina Chapman-Murphy

Gina Chapman-Murphy